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The U. S. D. A. announces:

HARVESTS for TOMORROW

A grist of film entertainment about the farm
folks of New England . . . and the hills and
valleys they hold.

Directed by Edgar Peterson II,
FRANK CRAVEN, Narrator.



LOOK FOR IT



A

new and fascinating presentation of pastoral New England—its people—its way of life—and what its people

are doing to keep the Nation forever strong, superbly photographed and dramatized in

HARVESTS for TOMORROW

A film that will make America proud!

OUTSTANDING FEATURES.

This is a narrative of the modern spirit of New England, revealing up-to-the-minute action of a sturdy people in meeting the needs of today.

It has: Beautiful photography ★ A specially composed musical score ★ Narration by Frank Craven, famous star of stage and screen ★ Appealing and entertaining story

Setting.

"Harvests for Tomorrow" has its roots directly in the soil of New England and the great dairy region of the Northeast. The production crew spent 3 months on location in New Hampshire, Vermont, and other parts of the area, photographing the scenes of farm and village life.

Characters.

All characters of the picture are real farm and village people, shown in the familiar surroundings of their own homes and farms.

Photography.

Exciting panoramas of the New England countryside—in orchards, pastures, and tree-fringed valleys—add to the picture's thrills.

Narration.

Frank Craven, distinguished character actor of stage and films, tells the story of "Harvests for Tomorrow." His kindly, reminiscent voice lends an appealing quality to the unfolding scenes. Craven has been a dramatic star for many years. As a lovable New England character he scored a great success in Thornton Wilder's play, "Our Town," later appearing in the same role in the film version.

Music.

The score of "Harvests for Tomorrow" was specially composed and conducted by John Alden Finckel, famed concert cellist and composer of Washington, D. C., with members of the National Symphony Orchestra. Ranging from simple melodies to stirring descriptive passages, the music lends colorful accent to the progressive steps of the narrative.

Production staff.

Production of the film was headed by Edgar Peterson II, director and script collaborator. Peterson lived in New Hampshire as a boy, and he brought to this picture a genuine understanding of the soil and people of New England.

Other members of the staff were: George H. Ortlieb, veteran cameraman; Paul Burnford, film editor; John L. MacDermid and Carl Walker, production assistants; and Richard Attridge, editorial assistant.

The story and spoken words of the picture represent a collaboration of the director and representatives of the AAA. Preliminary technical consultation was provided by the Soil Conservation Service.

*Produced by UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Adjustment Administration*

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*"... all things we build must rest on
this foundation of the soil."*

Why "Harvests for Tomorrow" Was Made

The farms of New England and through most of the rugged dairy and general farming area of the Northeast Region were carved from the hills and wooded valleys at the cost of toil and sacrifice by those who came first. For generations, the people on these farms have known a satisfying way of life. But time and continuous drawing of richness from the land have taken heavy toll, and recent years have seen the decline of many farms that once yielded the good living typical of the region.

Realizing the need for a pictorial narrative showing what has happened to the pastures and croplands and what the sturdy, self-reliant farmers are doing about it, Department of Agriculture officials decided to go directly to the land and make a motion picture. At first,

the plans called for a film story of a particular area. Then the idea was expanded to apply to the entire Northeast. The resulting picture, "*Harvests for Tomorrow*," brings home not only to farmers, but also to the people of towns and cities generally, the basic need for soil conservation and specifically, in the Northeast, the vital importance of a sound pasture-improvement program.

The story is simple and effective, dramatizing with words, music, and superb photography the growth of the soil; the honest toil and good living that go with well-kept farms; the tragedy of run-down land; and, finally, the definite steps farmers are taking to revitalize their land and make sure that it will keep on producing abundantly in the future.

HARVESTS for TOMORROW

is distributed gratis to theaters by—

LOEWS, INC., through Boston, Mass.; New Haven, Conn.; and New York City exchanges.

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